

ORDER



KLAS

Orders Order / Rev: 37556
 Alt Order #: 08879093
 Product Desc: ISSUE
 Estimate: 2001
 Flight Dates: 10/10/12 - 10/16/12
 Original Date / Rev: 10/09/12 / 10/10/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency Name: Waterfront Strategies
 Buying Contact: _____
 Billing Contact: 1010 Wisconsin Avenue
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: House Majority PAC
 Demographic: A35+
 Product Codes: PO4
 Priority: LV2
 Revenue Codes: AGY, POL, ISS

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/16/12	5	\$7,900.00	\$6,715.00	October 2012	5	\$7,900.00	\$6,715.00	0.00
					Totals	5	\$7,900.00	\$6,715.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$7,900.00
Market	100%	\$26,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$6,583.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$1,316.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
E 1	8	10/10/12	10/16/12	8 News Now	Noon	M-F	CM	:30	1	\$1,300.00	LV1	0.00	NM	1	\$1,300.00		
8 NEWS NOW AT NOON																	
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating							
Week: 10/10/12		10/16/12		MTWTF--		1		\$1,300.00		0.00							
E 5	8	10/10/12	10/16/12	8 News Now	4p	M-F	CM	4-5p	MTWTF--	:30	1	\$1,600.00	LV2	0.00	NM	1	\$1,600.00
8 News Now 4p M-F																	

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 NEWS NOW AT 4PM & 430PM																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 10/10/12	10/16/12	MTWTF--		1	\$1,600.00					0.00					
N 6 8 10/12/12 10/15/12 8 News Now 5-630p M-FCM 5-630p 1---1-- :30 2 \$1,700.00 LV2 0.00 NM																	
8 News Now 5-630p M-F																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 10/12/12	10/18/12	1---1--		2	\$1,700.00					0.00					
N 7 8 10/10/12 10/16/12 Ellen CM 3-4p MTWTF-- :30 1 \$1,600.00 LV2 0.00 NM																	
Ellen																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		Week: 10/10/12	10/16/12	MTWTF--		1	\$1,600.00					0.00					
Totals															5	\$7,900.00	